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Decorator's

IDEA
BOOK

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ARMSTRONG CORK COMPANY
FLOOR DIVISION LANCASTER, PA.

PORTFOLIO NO ONE

See Your Room Before You Start

WHEN YOU plan to decorate that new home of yours, or do over a room of the old house, wouldn't you like to see exactly the effect of your color schemes before you even begin work—before you spend a single penny for decoration? You'll find that you can, and that you can be sure of satisfying results. This portfolio will tell you how to do it.



Color Schemes in Miniature Will Simplify Home Decoration



UNDER THE DIRECTION OF HAZEL DELL BROWN, WELL-KNOWN INTERIOR DECORATOR, THE ARMSTRONG BUREAU OF INTERIOR DECORATION HAS PERFECTED A METHOD THAT ASSURES THE SUCCESS OF YOUR DECORATIVE PLANS BEFORE YOU BEGIN WORK. THIS SIMPLE METHOD OF COLOR SCHEME BUILDING HAS SINCE BEEN ADOPTED SUCCESSFULLY BY THOUSANDS OF HOME DECORATORS.



A SPECIMEN "COLOR SCHEME IN MINIATURE," CONSISTING OF LINOLEUM DESIGN, WALL PAPER, DRAPERY MATERIAL, AND WOOD FINISH.

FIRST HAVE pretty definitely in mind the type of room you wish to do. Then get actual material samples from manufacturers or local merchants—samples of wall paper, woodwork finishes, draperies, and floors. Arrange and rearrange these samples until you get a pleasing combination, making sure that colors appear in approximately the same proportion as you want them in the finished room.

You can then visualize the finished room, and if the effect is not so pleasing as you expected, you can discard, and add new colors as you see fit, without having a whole room to redecorate.

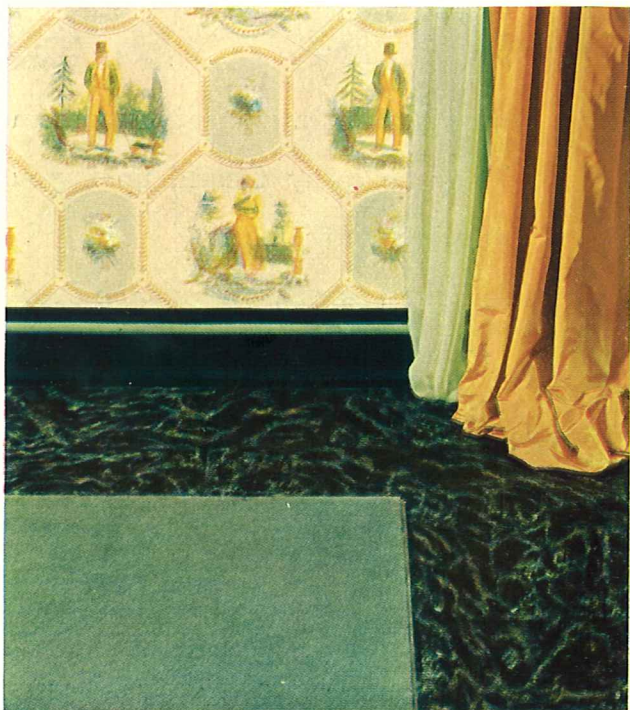
The secret of success in color scheme creating frequently lies in deciding on the right floor design. We shall be glad to help you by sending color-scheme set-ups consisting of actual decorative materials for any or every room in your house. Use the "Decorator's Data Sheet" in the pocket at the back of this book to describe your problem.

Quaint . . . **R**OSE JASPÉ LINOLEUM NO. 14,

A LOVELY OLD HOOKED RUG, AN UNUSUAL STAR WALL PAPER, ORGANDY GLASS CURTAINS, AND GLAZED CHINTZ DRAPERIES IN SOFT, FADED TONES, MAKE A CHARMING SETTING FOR EARLY AMERICAN FURNISHINGS.



Rich . . . **M**UCH OF THE CHARM OF OLD SPANISH TILE FLOORS IS RECAPTURED IN THIS FLOOR OF EMBOSSED INLAID LINOLEUM PATTERN 6140. TYPICAL OF MEDITERRANEAN STYLE ARE ROUGH PLASTER WALLS, ANTIQUE SATIN DRAPERIES, AND ORIENTAL RUGS.



Elegant . . . **T**AFFETA DRAPERIES AND THE

TOILE WALL PAPER IN SINGING GREENS, YELLOW, AND BURNT ORANGE, ARE ENHANCED BY A MARBLEIZED LINOLEUM FLOOR (NO. 178) IN BLACK SHOT THROUGH WITH GREEN AND ORANGE, AND A PLAIN GREEN CHENILLE RUG.

Classic . . . **D**RAPERIES OF BEAUTIFUL DEEP ROSE CHINTZ IN CLASSIC DESIGN FIND THEIR PERFECT COMPLEMENT IN THIS NEW POWDER BLUE LINOLEUM DESIGN NO. 199 WITH ITS DIAMOND MOTIF. THE WALLS AND WOOD TRIM ARE BISQUE, THE PLAIN CHENILLE RUG A FEW SHADES DARKER.



“Begin with Floor,” Say Decorators

WALTER RENDELL STOREY, *Author of*

“Beauty in Home Furnishings”—

“Color relief in the floor will often correct the room that misbehaves.”

LURELLE V. A. GUILD, *Author, Artist,*

Designer—“Put the floor to work in your decorating plan. Any room may be easily dressed up if you begin with the floor.”

MISS ETHEL LEWIS, *Counselor on Deco-*

rative Arts—“Anyone who has lived for a long time in the land of decoration has learned one outstanding truth—floors are the foundation for every well-planned room.”

WATERSON LOWE, *New York School of*

Interior Decoration—“Start with the floor! Any room can be given the stamp of style with a fashionable floor of Armstrong’s Linoleum.”

PORTFOLIO NO TWO

Where Guests Enter and You Entertain

OF COURSE you want your entrance hall and living-room to be above reproach. These rooms should express the friendly welcome you want your guests to feel when they enter your home. Study the interiors shown in this portfolio for unusual color schemes and interesting detail.





ENTER THE GUEST! AND RIGHT HERE IS WHERE HE GETS HIS FIRST IMPRESSION OF YOUR HOME—AN IMPRESSION THAT REMAINS AND INFLUENCES HIS FEELING TOWARD YOUR ENTIRE HOUSE. CERTAINLY THIS DISTINCTIVE ENTRANCE HALL IS A SMART INTRODUCTION TO THE OTHER ROOMS. AND YOU'LL AGREE THAT THE CHARACTER OF THE ROOM IS ESTABLISHED BY THE COLORFUL INLAID FLOOR OF ARMSTRONG'S LINOLEUM—DESIGN NO. 194.



FLATTERING—EVEN TO THE FINEST RUGS! A FLOOR OF WHICH ANY HOSTESS MAY WELL BE PROUD. RUGS ARE USED ON LINOLEUM JUST AS THEY ARE ON OTHER FLOORS. TRIMLY-TAILORED FROM PLAIN BROWN LINOLEUM WITH NARROW LINOSTRIPS AND SPECIAL STAR INSETS, THIS LINOLEUM FLOOR IS AN EFFECTIVE BACKGROUND FOR THE RARE AUBUSSON RUG. YOU CAN HAVE FLOORS OF EQUAL BEAUTY TO MATCH ANY COLOR SCHEME—AND ANY RUG.



IN WINTER TIME OR SUMMER TIME—THIS ROOM WILL HAVE THE SAME AIR OF WELCOME HOMINESS. YOU'LL FIND THE BROWN MARBLE LINOLEUM A FLOOR THAT JOINS IN THE SPIRIT OF ANY OCCASION, AND IS NOT MARRED OR SPOTTED BY THOUGHTLESS FEET. NOTICE HOW THE BOOKCASES AND THE UPRIGHT PIANO FORM A UNIT, AN INTEGRAL AND UNOBTUSIVE PART OF THE ROOM ITSELF.



AFTERNOON AND EVENING HOURS SLIP BY UNNOTICED IN SUCH A QUIET RETREAT, WHERE SOFT LIGHT DANCING ACROSS THE TEXTURED FLOOR IS THE ONLY REMINDER OF PASSING TIME. FROM ITS TIME-MELLOWED APPEARANCE, MASTER CRAFTSMEN OF THE OLD WORLD MIGHT HAVE LAID THIS FLOOR CENTURIES AGO. ARCHITECTS SAY IT HAS ALL THE CHARM OF OLD HANDSET TILES, ALL THEIR RUGGED SIMPLICITY. YET THIS FLOOR IS QUITE NEW, AND ONE OF MANY TEXTURED FLOOR EFFECTS OFFERED IN ARMSTRONG'S EMBOSSED INLAID LINOLEUM. IT IS NO. 6140.



RICH RUGS CAN HAVE NO FINER BACKGROUND THAN A SOFT-GLEAMING, RICHLY COLORFUL ARMSTRONG FLOOR. JUST THE RIGHT EFFECT, TOO—FOR IN ARMSTRONG'S LINOLEUM YOU HAVE FULL FREEDOM OF CHOICE IN BOTH COLOR AND PATTERN. THIS FLOOR SCHEME CONSISTS OF COLOR NO. 47 FOR THE FIELD, WITH A FEATURE BORDER OF PLAIN BLUE LINOLEUM NO. 29, AND TAN LINOSTRIP, NO. 28.

IF YOU ARE INFLUENCED BY SUNNY SPAIN WHEN YOU PLAN YOUR ROOMS, YOU'LL FIND HAPPY INSPIRATION IN THIS BRIGHT INTERIOR. THE WALLS ARE THE TRADITIONAL WHITE, A SPLENDID BACKGROUND FOR BRIGHT SPLASHES OF COLOR IN FURNISHINGS. TRADITIONAL ALSO IS THE FLOOR, WHICH HAS A TEXTURED, HANDLAID EFFECT. EVEN ON GRAY DAYS THIS ARMSTRONG'S EMBOSSED DESIGN NO. 6061, WILL SPARKLE WITH THE SUNSHINE OF OLD SEVILLE.



Why Is Linoleum the Ideal Floor?

MODERN LINOLEUM, the most widely used of our resilient floor materials, has grown steadily in popularity since its invention in 1863. It has made possible for every family, beautiful old handcraft tile effects, rich marble in-lays, smart modern designs, and scores of other motifs, in a range of grades wide enough to suit every need and purse. In fact, in the Armstrong Line there are more than three hundred different patterns, from simple geometric effects for the service rooms to rich colorings appropriate for formal rooms where the linoleum serves as an elegant background for luxurious rugs.

In addition to the adaptability of linoleum as a decorative medium, it has many distinct practical advantages. From two of its chief ingredients, cork and linseed oil, it derives its resilience. Hence, linoleum is a quiet floor, and kind to tired feet. The third ingredient, burlap, serves as a sturdy backing and adds strength to linoleum. Made of only the finest quality raw materials and under highest factory standards, an Armstrong's Linoleum Floor properly laid and given reasonable care is a permanent floor.

PORTFOLIO NO THREE

Color Menus for Kitchen and Dining-room

HERE ARE the more intimate rooms—informal headquarters for the family and friends. Serve color with your meals. Give the dining-room that friendly warmth you feel toward those who join you at meal-time. And isn't it a delight to have the kind of kitchen that will make every working hour a happy one?





KITCHENS CAN BE THE LAST WORD IN MODERN EQUIPMENT—AND STILL BE GAY PLACES IN WHICH TO SPEND THOSE BUSY HOURS. ONE SURE WAY TO WIN THAT REFRESHING, FRIENDLY FEELING IS TO DRESS UP THE FLOOR. THAT'S HOW THIS KITCHEN GOT ITS BRIGHT START. AND THE FLOOR SHOULD LIGHTEN FOOTSTEPS, TOO. THIS FLOOR DOES NOT TELL TALES WHEN LITTLE ACCIDENTS OCCUR—A QUICK MOPPING, AND IT'S SPICK-AND-SPAN AGAIN WITH NO HINT OF SPILLED THINGS, THANKS TO THE ACCOLAC-PROCESSED SURFACE. THE DESIGN IS NO. 181 WITH BORDER OF BLACK AND ORANGE. (ALSO, THE TABLE TOP AND THE SHELVES OF THE CUPBOARD ARE LINOLEUM COVERED.)



TODAY YOUR FLOORS AS WELL AS YOUR FURNISHINGS CAN BE IN THE SPIRIT OF THE WORLD'S GREAT DESIGNERS. HERE, FOR EXAMPLE, YOU SEE THE ARTISTRY OF THOMAS CHIPPENDALE IN THE CHINESE-CHIPPENDALE FURNISHINGS. BUT YOU ALSO SEE HOW WELL HARMONIZED WITH THEM IS THE ARMSTRONG FLOOR (DESIGN NO. 73). OTHER ARMSTRONG FLOORS ARE APPROPRIATE TO THE DELICATE INLAY WORK OF SHERATON AND HEPPLEWHITE. EVEN INTO THE MODERN MODE, THERE ARE AUTHENTICALLY STYLED ARMSTRONG FLOORS WHICH FIT PERFECTLY.

ONCE THIS KITCHEN WAS A HOMELY CINDERELLA ROOM OF WORK; WEARY, CHEERLESS, AND DULL. THEN SUDDENLY, THINGS HAPPENED. NEW PAINT, NEW WALL PAPER, A NEW RUG, A RADIO TO FILL THE WHOLE DAY WITH MUSIC. BUT IT WAS THE GAY FLOOR THAT STARTED THIS MAGICAL TRANSFORMATION. SOMEHOW, WHEN A NEW FLOOR IS LAID, DECORATION ALMOST SUGGESTS ITSELF, AND THE WHOLE ROOM BECOMES ALIVE OF ITS OWN ACCORD. (EMBOSSED INLAID NO. 5286.)



Hints for Easier Housekeeping

IT'S EASY TO keep your floors looking the way you like to have guests see them, if they're Armstrong's Linoleum. Made by the Accolac-Process, this linoleum is an ideal base for waxing and polishing. Treat a new floor with a good coat of paste or liquid wax and polish to a hard, dry finish. Then all dirt is surface dirt and brushes easily away. A quick dusting with a dry mop does the necessary work. Occasionally renew the surface especially where traffic wears the wax away, and keep the luster by regular polishing.

In the kitchen, bathroom, entry, or other area where water is spilled and much dirt tracked in, waxing is usually not so satisfactory as keeping the floor clean with a damp cloth or mop. Floors that must be washed frequently should be lacquered with Armstrong's Linoleum Lacquer. Relacquer once or twice a year as appearance demands. Before either waxing or relacquering make sure that all grease or dirt is removed. *And never lacquer over wax.*

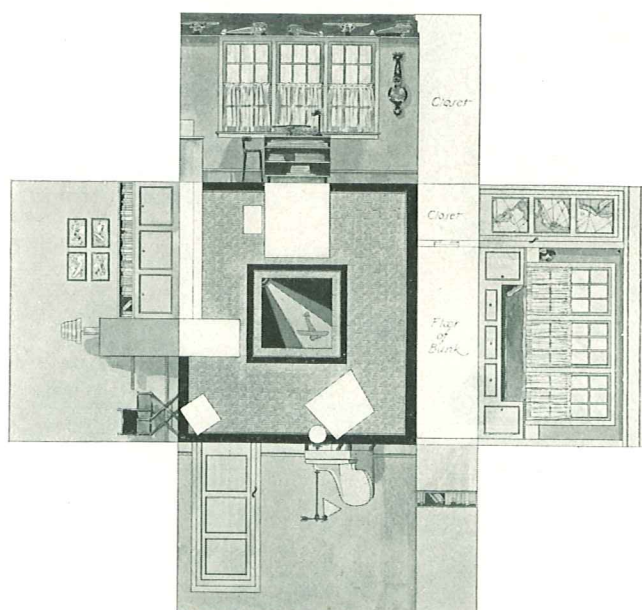
PORTFOLIO NO FOUR

Rooms of Rest for Host and Guest

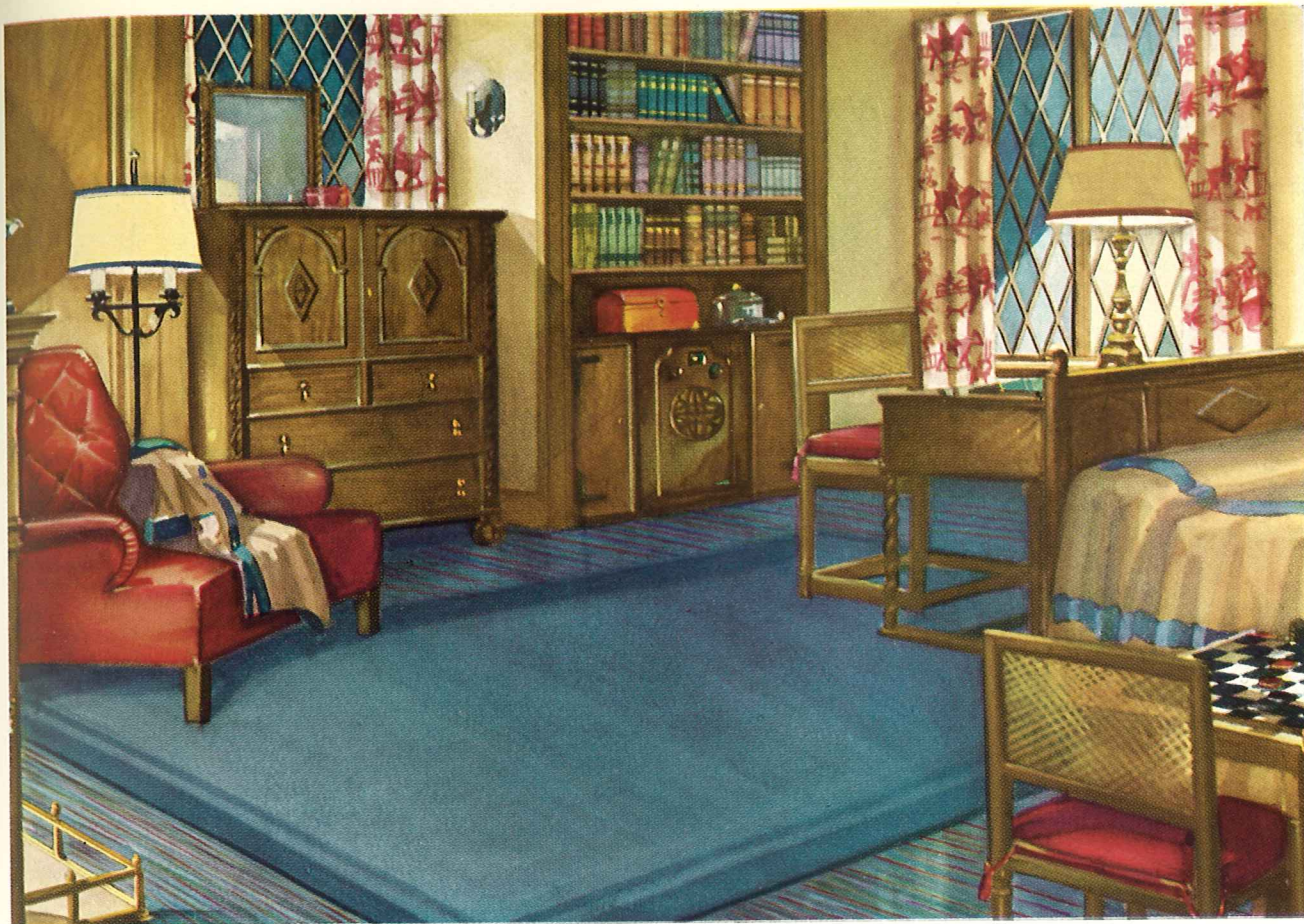
IN THE BEDROOM you may indulge in any color preferences which enhance or reflect your personality. There are so many inspirations for bedrooms nowadays that it is difficult to decide which is best.

The scheme can be built around a wall paper, a chintz, or a picture. Whichever you choose, it's nice to feel that every decorative note is in harmony right down to the floor, and you can find in Armstrong's Linoleum just the floor you want.



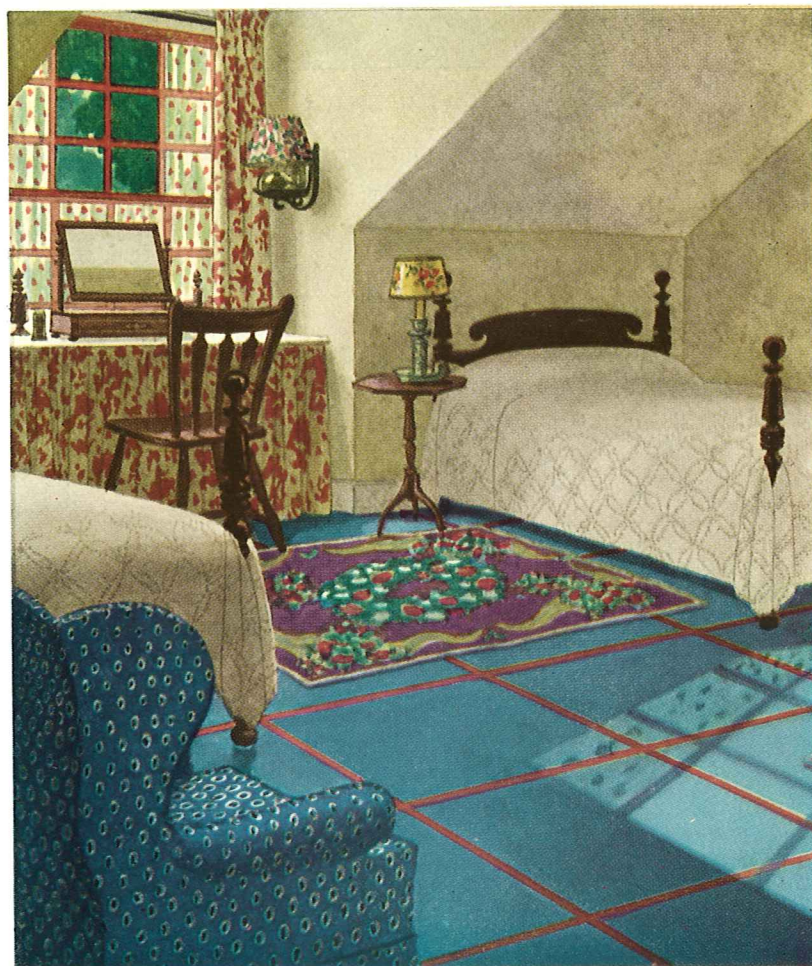


EVERY YOUNG AVIATOR MUST HAVE AN AIRPORT. SO FLIGHT COMMANDER (THAT'S MOTHER, OF COURSE) DOES SOME VERY SPECIAL PLANNING. THE CLOSET BECOMES A CHART ROOM, THE BED A HANDY STOREHOUSE. A LITTLE MORE MAGIC—AND THE FLOOR IS JUST THE HAPPIEST LANDING FIELD A BUSY BOY CAN WANT. AN EMBOSSED INLAID LINOLEUM (No. 3221) FORMS THE FIELD, WHILE PLAIN BLUE-GREEN, ORANGE, YELLOW, AND GRAY LINOLEUM ARE USED FOR THE CENTER INSET DESIGN. IF YOU'D LIKE AN ENLARGEMENT OF THE FLOOR PLAN SHOWN AT THE LEFT AND SPECIFICATIONS FOR THE DECORATIVE DETAILS, THEY ARE YOURS FOR THE ASKING.



YES—IT'S JUST THE KIND OF ROOM THAT EVERY MAN WANTS—MASCULINE FROM START TO FINISH! RUGGED ENGLISH FURNITURE, COZY FIREPLACE—EVEN THE FLOOR REFLECTS A SIMPLE DIGNITY. BUT THIS ROOM DOES NOT LACK COLOR AND BRIGHTNESS. TOUCHES OF RED IN CHAIR AND CURTAINS—THE PLEASING BLUE OF THE RUG—AND THE SOFT HEATHER OF THE JASPÉ LINOLEUM FLOOR (No. 012) COMBINE TO MAKE THIS ROOM AS INVITING AS IT IS COMFORTABLE.

THERE'S A PLEASANT THRILL AS YOU SEE THE SUN'S LAST LIGHT THROW SHADOWS INTO A ROOM AS TRULY LOVELY AS THIS ONE. THE HOME DECORATOR WHO PLANNED THIS ROOM, DESIGNED EVEN THE FLOOR. THIS DISTINCTIVE FLOOR IS MADE OF YARD-SQUARE PIECES OF PLAIN BLUE LINOLEUM (ARMSTRONG'S No. 43), FRAMED BY LINO-STRIPS OF PLAIN RED LINOLEUM, (No. 40), ONLY ONE OF THE COUNTLESS FLOOR IDEAS POSSIBLE THROUGH THE COMBINATION OF ARMSTRONG'S PLAIN LINOLEUM AND LINOSTRIPS.





SUNLIT HOURS—AND THIS ROOM IS A VERITABLE BEEHIVE OF ACTIVITY. BUT WHEN DUSK STEALS ACROSS THE FLOOR, THE SONG OF THE SINGER AND THE SEWER, TOO, ARE HUSHED. THE IRONING BOARD IS FOLDED BACK IN ITS CUPBOARD, THE SEWING MACHINE BECOMES A DRESSING TABLE. LINT, THREADS, AND SCRAPS ARE EASILY BRUSHED UP FROM THE SMOOTH POLISHED SURFACE OF THE FLOOR AND PRESTO! THE ROOM HAS BEEN TRANSFORMED FROM SEWING ROOM TO GUEST ROOM. THE SOFT GLOW OF THE LAMPLIGHT REVEALS AN INTERIOR OF WHICH ANY HOMEMAKER MIGHT WELL BE PROUD. AFTER ALL WHY SHOULDN'T A ROOM DO DOUBLE DUTY WHEN THE FLOOR IS SO WELL SUITED TO THE TASK? THIS FLOOR, BY THE WAY, IS ONE OF THE NEW DECORATIVE SERIES (EMBOSSSED INLAID NO. 6202).



HERE'S AN ENTIRELY NEW AND DIFFERENT FLOOR—EMBOSSTEX—a HOOKED RUG EFFECT THAT YOU'VE PROBABLY NEVER SEEN BEFORE. IT CAPTURES THE MOST SUBTLE COLOR TONES, REFLECTING A PLEASING PLAY OF LIGHT OVER ITS EMBOSSED SURFACE AND MODERN INSTALLATION METHODS MAKE LINO-LEUM PRACTICALLY A ONE-PIECE FLOOR—PERMANENTLY CEMENTED IN PLACE SO IT CAN NEVER BUCKLE, OR CAUSE TROUBLE IN ANY WAY. (BLUE EMBOSSTEX No. 9)

NOTHING SO WELL SUITS THE DECORATIVE NEEDS OF THE BEDROOM AS THE WISTFUL COLORS OF OLD CRINOLINE DAYS. YET YOU MAY HAVE HESITATED TO USE THEM BECAUSE YOU COULD NOT CARRY OUT THE SCHEME COMPLETELY. NOW YOU CAN! THERE ARE SIX SUCH COLORS IN EMBOSSTEX—HEATHER, GREEN, ROSE, TAUPE, BLUE, AND LAVENDER—DELICATE COLORS LIKE THESE SEEM LIKELY TO BECOME QUITE POPULAR, ESPECIALLY FOR BEDROOMS AND NURSERIES. THIS EMBOSSTEX FLOOR IS LAVENDER No. 2.



New Rooms Each Month

HUNDREDS OF WOMEN write us that they find in the Armstrong interiors many new and helpful suggestions for home decoration. Every month new ones appear. Perhaps you, too, watch Armstrong advertisements for the latest decorative news.

Why not clip the advertisements that appeal to you especially and file them for future reference in the pocket at the back of this book? You'll find Armstrong advertisements in these leading publications:

AMERICAN HOME

ARTS AND DECORATION

BETTER HOMES AND GARDENS

COUNTRY LIFE

DELINEATOR

GOOD HOUSEKEEPING

HOUSE BEAUTIFUL

HOUSE AND GARDEN

LADIES' HOME JOURNAL

LITERARY DIGEST

MCCALL'S

SATURDAY EVENING POST

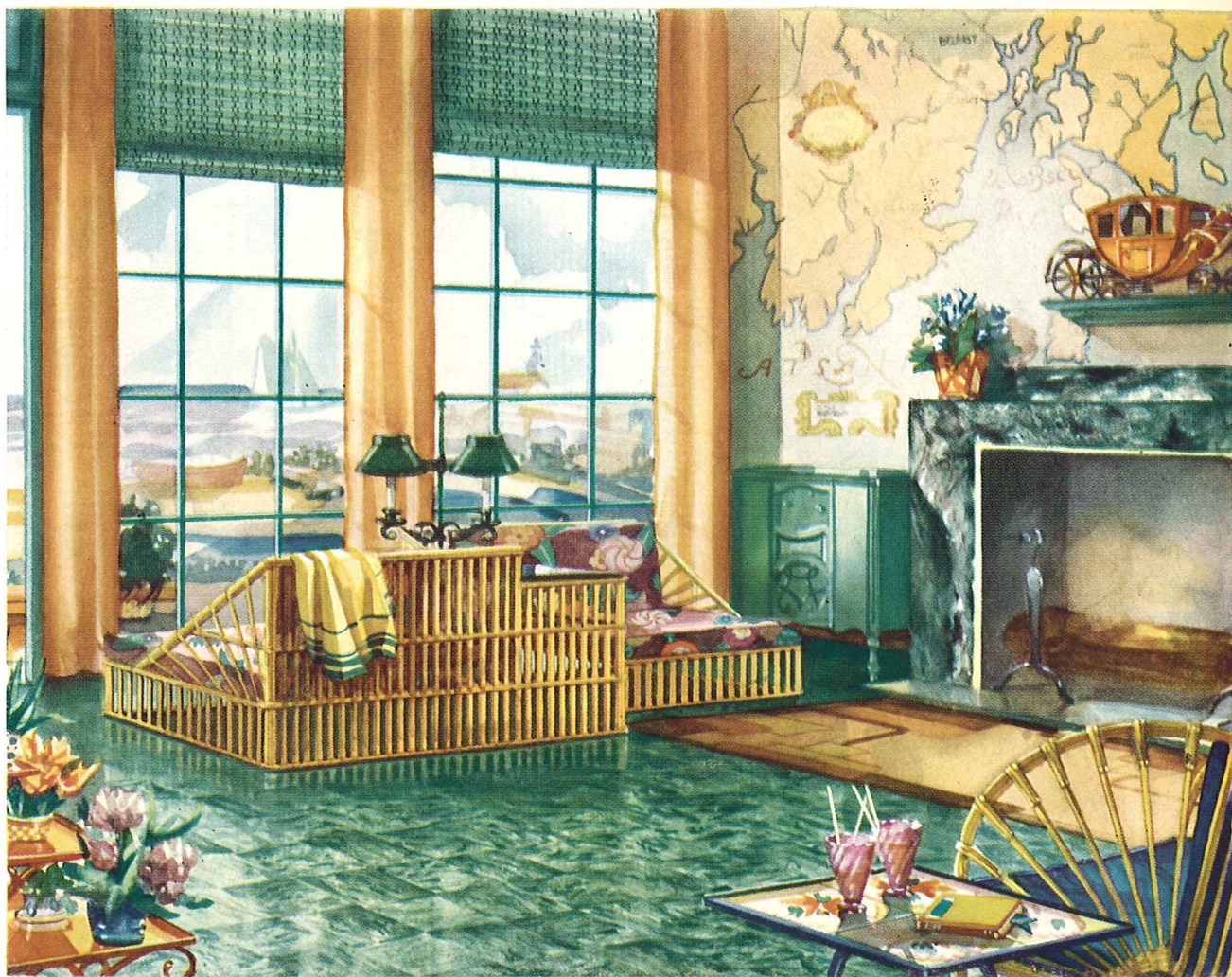
WOMAN'S HOME COMPANION

PORTFOLIO NO FIVE

Where the Sun Shines in

THE SUN PORCH in recent years has become the sun room—a cozy gathering place for the family all the year round. And here is one room where you can give your decorative ideas full swing—for the more color in the sun room, the better. The colorful rooms and floors in this portfolio may suggest new ideas to you.





HERE'S A SUN ROOM THAT FACES THE SEA, WITH A FLOOR THAT CAPTURES THE COLOR AND DASH OF THE WAVES. IN SUCH A ROOM YOU'LL FIND AN ARMSTRONG FLOOR JUST AS PRACTICAL AS IT IS INVITINGLY PRETTY. WET BATHING SUITS ARE BOUND TO FIND THEIR WAY IN HERE OCCASIONALLY, BUT EVEN SEA WATER WILL NOT SPOT OR STAIN ARMSTRONG'S LINOLEUM. THE DESIGN IS NO. 63.



THIS FLOOR (NO. 16003) IS ONE OF THE RICH NEW EMBOSSED DESIGNS THAT ARE WINNING FAVORABLE COMMENT FROM DECORATORS THE COUNTRY OVER. SAYS BENJAMIN F. BETTS, EDITOR, "THE AMERICAN ARCHITECT," — "THE NEXT TEN YEARS WILL SEE WIDESPREAD REDECORATION AND REFURNISHING. COLOR WILL HELP US EXPRESS OURSELVES. SUCH MATERIALS AS THESE NEW EMBOSSED LINOLEUMS, IN WHICH AN UNUSUAL DEPTH OF COLOR IS SECURED BY A TEXTURED SURFACE, WILL BE A VERY USEFUL AID IN OUR WORK OF HOME BEAUTIFICATION."



IF YOU COULD STEP BACK STAGE AT THE DELINEATOR INSTITUTE OF INTERIORS, YOU'D MEET A GROUP OF PEOPLE WHO ACCEPT ONLY THE NEWEST AND THE BEST IN HOME DECORATION. MILLIONS FOLLOW THEIR WORK IN THE DELINEATOR MAGAZINE. AND FOR THESE MILLIONS WAS PLANNED THE SUN ROOM YOU SEE HERE. IN THIS ROOM IS FEATURED ONE OF THE NEW DECORATIVE FLOOR DESIGNS IN ARMSTRONG'S LINOLEUM (No. 6231) EFFECTIVELY LARGE IN SCALE AND STRIKING IN COLOR. THIS DESIGN IS ALSO MADE WITH A BLUE BACKGROUND.

Floors Must Be Laid Right to Wear Well

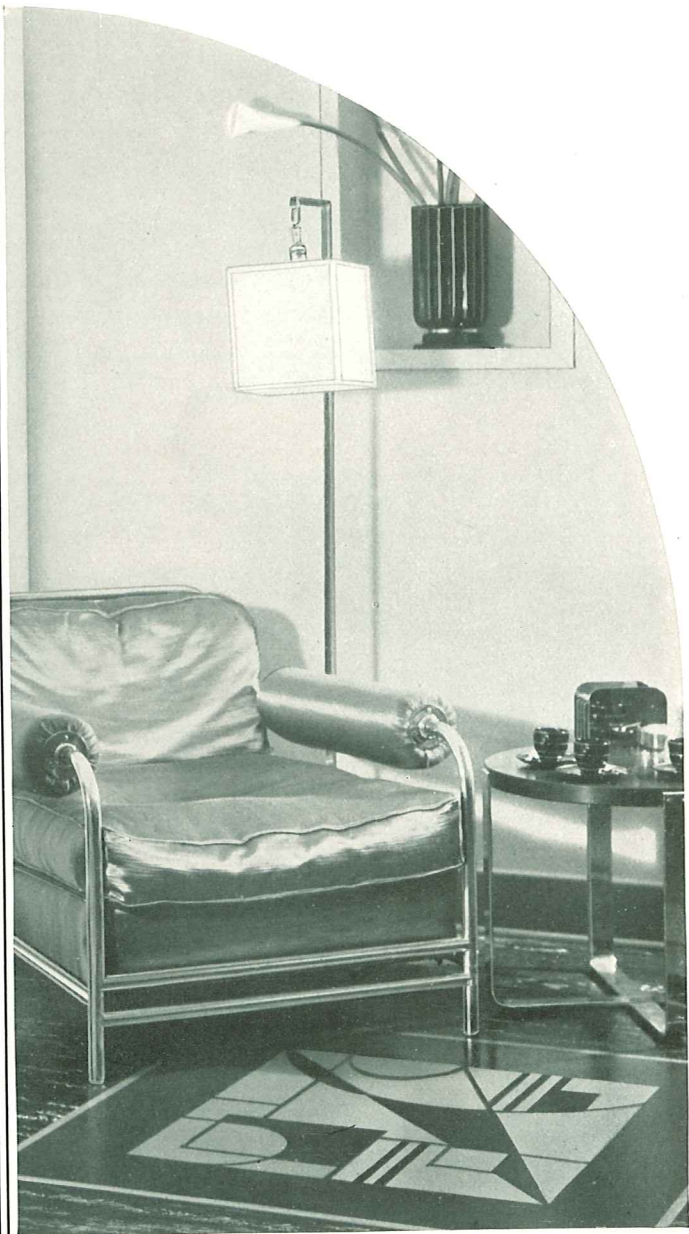
TO INSURE satisfaction from your new linoleum—ask your merchant to lay it as a permanent floor by the Armstrong method—by cementing over linoleum lining felt. When your floor is thus cemented in place, seams are practically invisible—and as far as service and appearance are concerned the floor is a one-piece floor. The linoleum lining felt relieves all tension from expanding and contracting floor boards—makes certain that the linoleum will not warp or buckle—adds to its warmth and resilience.

There are merchants in nearly every city, large or small, who are equipped to lay Armstrong Floors in the proper way. A little extra care in laying will insure long service and complete satisfaction.

PORTFOLIO NO SIX

Some Special Floor Effects

PERHAPS YOU have a home or a special room in which you want a truly individual floor design. In that case you'll be interested to know how you may fashion distinctive floors of your own. Just turn over the page and see some of the special floor effects that have been accomplished with Armstrong's Linoleum.

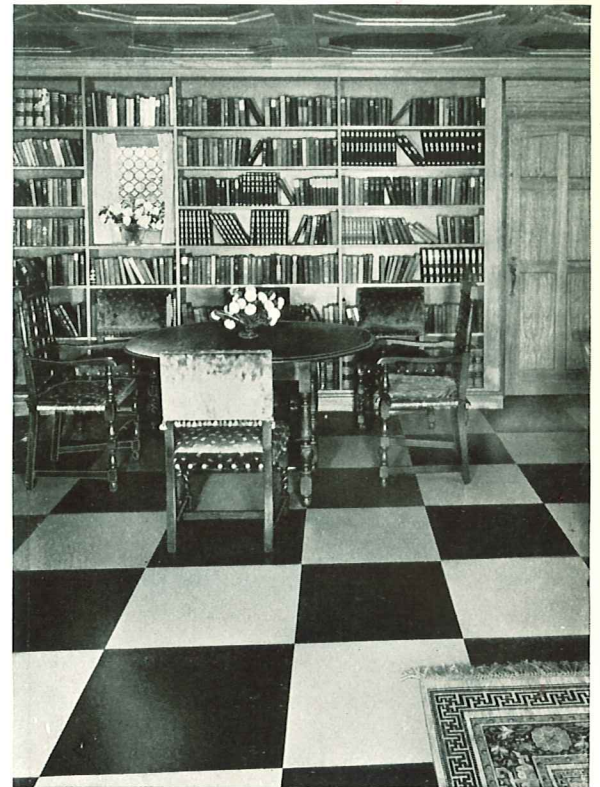


Design Your Own Floors by Using Linosets and Linostrips

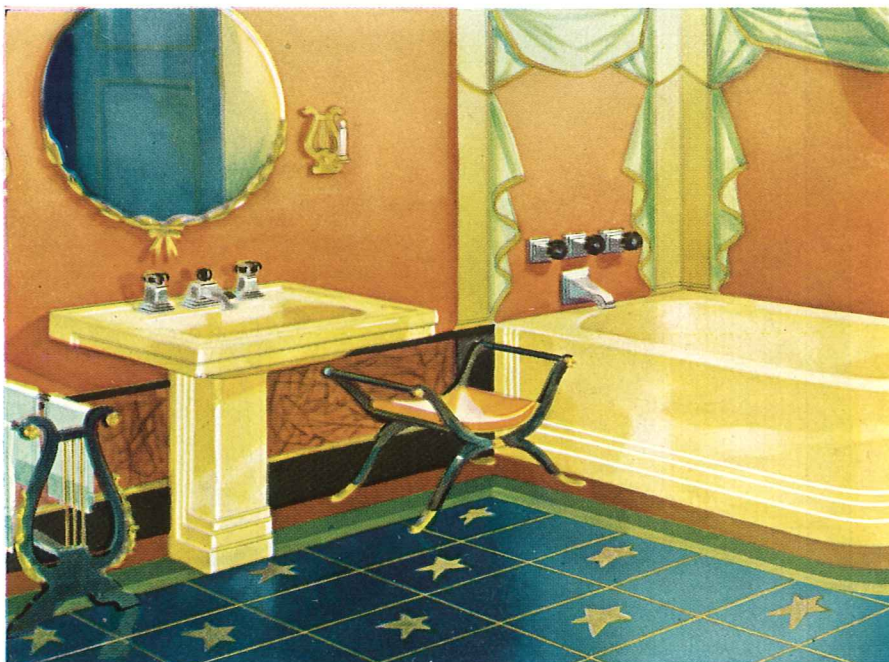
WHEN PLANNING YOUR NEW FLOORS, YOU NEED NOT BE LIMITED TO THE STANDARD PATTERNS IN ARMSTRONG'S LINOLEUM. BY THE USE OF ARMSTRONG'S LINOSETS AND LINOSTRIPS YOU MAY DESIGN INDIVIDUAL FLOORS OF YOUR OWN.

LINOSTRIPS ARE NARROW STRIPS OF LINOLEUM AVAILABLE IN $\frac{5}{8}$ -INCH AND $1\frac{1}{2}$ -INCH WIDTHS IN ANY PLAIN COLOR, FOR BORDER COMBINATIONS AS SUGGESTED ON PAGE 27. LINOSETS ARE SPECIAL FIGURES CUT FROM LINOLEUM TO BE INSET IN LINOLEUM FLOORS. YOU MAY CREATE THE DESIGN FOR A LINOSET YOURSELF OR SEND YOUR IDEA TO THE ARMSTRONG BUREAU OF INTERIOR DECORATION WHERE IT WILL BE DEVELOPED INTO A PRACTICAL LAYOUT WITH AS MANY COLORS EMPLOYED AS YOU WISH. BOTH LINOSETS AND LINOSTRIPS COME TO YOU THROUGH THE MERCHANT FROM WHOM YOU BUY YOUR ARMSTRONG'S LINOLEUM.

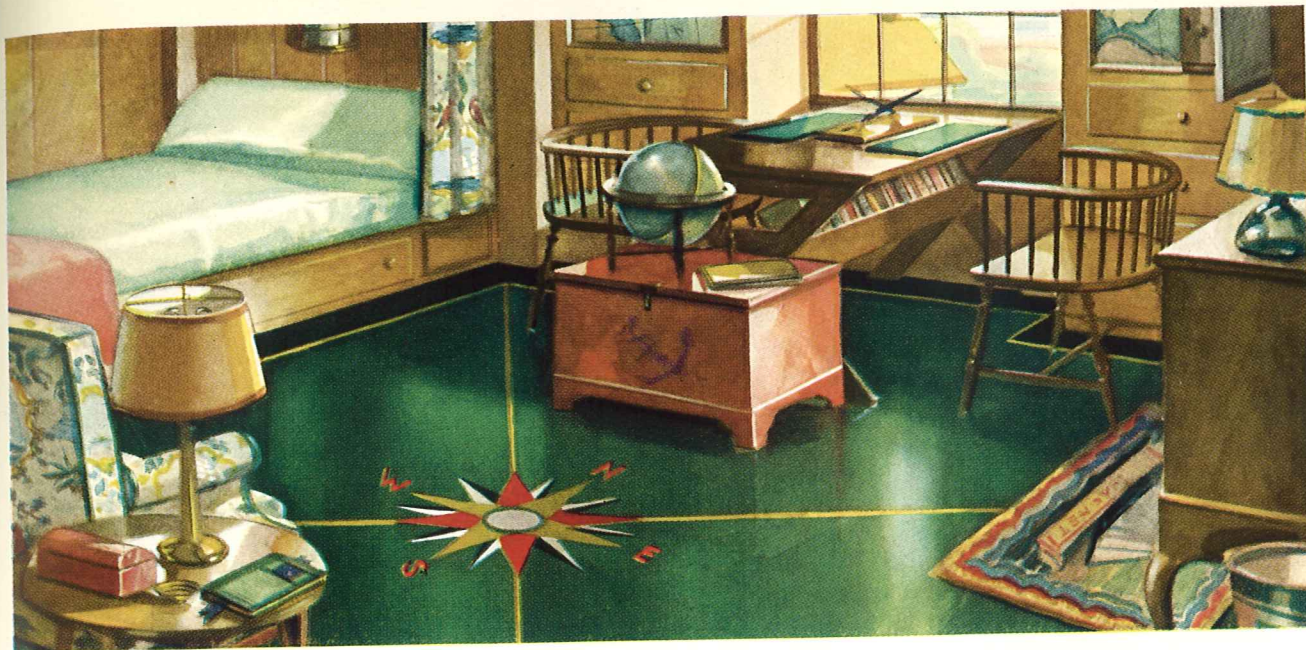
THREE OTHER MATERIALS, AVAILABLE FOR SPECIAL FLOORS, ARE ARMSTRONG'S LINOTILE, ARMSTRONG'S CORK TILE, AND ARMSTRONG'S ASPHALT TILE. LITERATURE DESCRIBING THESE RESILIENT TILE FLOORS WILL BE SENT AT YOUR REQUEST.



DELINEATOR MAGAZINE WANTED A SPECIAL EFFECT FOR THE FLOOR OF AN ENGLISH LIVING-ROOM IN ITS STUDIO OF INTERIORS. IT WAS ACHIEVED IN THIS COMBINATION OF TWO-FOOT SQUARES OF TWO COLORS OF ARMSTRONG'S PLAIN LINOLEUM, CHOCOLATE (No. 46) AND ORANGE (No. 41).

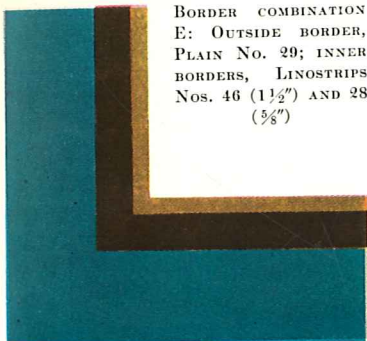


A SPECIAL FLOOR DESIGN FROM FIVE COLORS OF ARMSTRONG'S PLAIN LINOLEUM—BLUE, GREEN, JADE, TERRA COTTA, AND YELLOW—IS AN EXCELLENT CHOICE FOR THIS DIRECTOIRE BATHROOM SETTING. ROOM DESIGNED BY STANDARD SANITARY MANUFACTURING COMPANY.



IN THIS BOY'S ROOM DONE IN NAUTICAL STYLE, THE COMPASS LINOSET SUGGESTS WHAT CAN BE DONE WITH PLAIN COLORS IN ARMSTRONG'S LINOLEUM. DESIGNS OF EVERY KIND, INTRICATE OR SIMPLE, MAY BE CREATED AND TRIMLY TAILORED TO FIT THE DECORATIVE PLAN OF ANY ROOM.

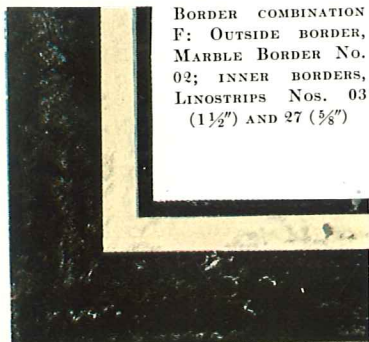
BORDER COMBINATION
E: OUTSIDE BORDER,
PLAIN No. 29; INNER
BORDERS, LINOSTRIPS
Nos. 46 ($1\frac{1}{2}$ ") AND 28
($\frac{5}{8}$ ")



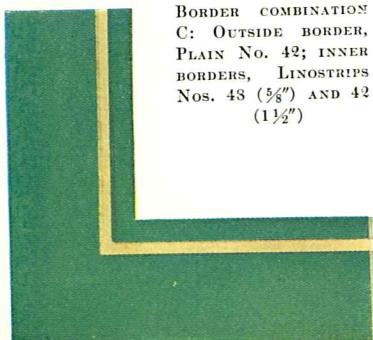
MOTHER GOOSE BECOMES A REALITY WHEN "JACK HORNER" AND "JACK SPRATT" ARE ACTUALLY INSET IN THE NURSERY FLOOR. ALMOST ANY SUBJECT MAY BE PUT INTO YOUR FLOOR AS A LINOSET. THEN ADD A LINOSTRIP BORDER SUCH AS YOU SEE ON RIGHT AND LEFT, AND YOU'LL HAVE AN INTERESTING DECORATIVE FLOOR.



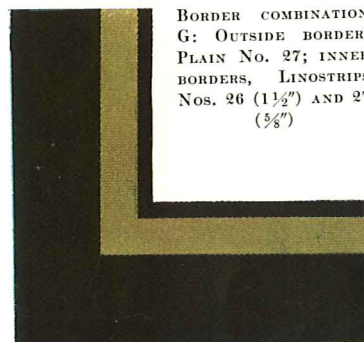
BORDER COMBINATION
F: OUTSIDE BORDER,
MARBLE BORDER No.
02; INNER BORDERS,
LINOSTRIPS Nos. 03
($1\frac{1}{2}$ ") AND 27 ($\frac{5}{8}$ ")



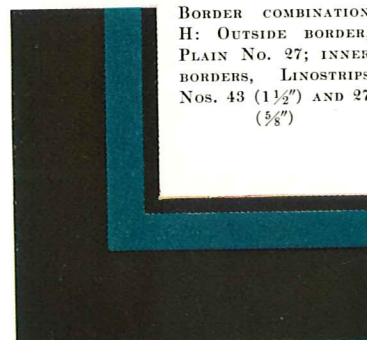
BORDER COMBINATION
C: OUTSIDE BORDER,
PLAIN No. 42; INNER
BORDERS, LINOSTRIPS
Nos. 43 ($\frac{5}{8}$ ") AND 42
($1\frac{1}{2}$ ")



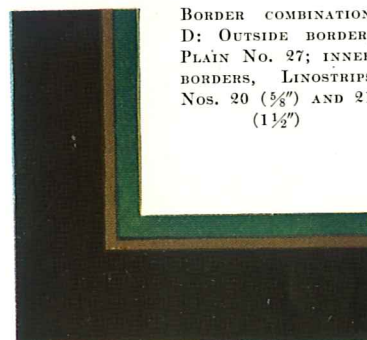
BORDER COMBINATION
G: OUTSIDE BORDER,
PLAIN No. 27; INNER
BORDERS, LINOSTRIPS
Nos. 26 ($1\frac{1}{2}$ ") AND 27
($\frac{5}{8}$ ")



BORDER COMBINATION
H: OUTSIDE BORDER,
PLAIN No. 27; INNER
BORDERS, LINOSTRIPS
Nos. 43 ($1\frac{1}{2}$ ") AND 27
($\frac{5}{8}$ ")



BORDER COMBINATION
D: OUTSIDE BORDER,
PLAIN No. 27; INNER
BORDERS, LINOSTRIPS
Nos. 20 ($\frac{5}{8}$ ") AND 21
($1\frac{1}{2}$ ")



Beauty Helps Business

IT'S AN ODD fact that many a man willingly spends time and money to keep his home up-to-date, yet seems content to leave his store or office in the selfsame style of twenty years ago. But after all, the appearance of the place of business is an important factor for success. Leading merchants and business men the country over have brought their offices up-to-the-minute with smart decoration beginning with Armstrong Floors.

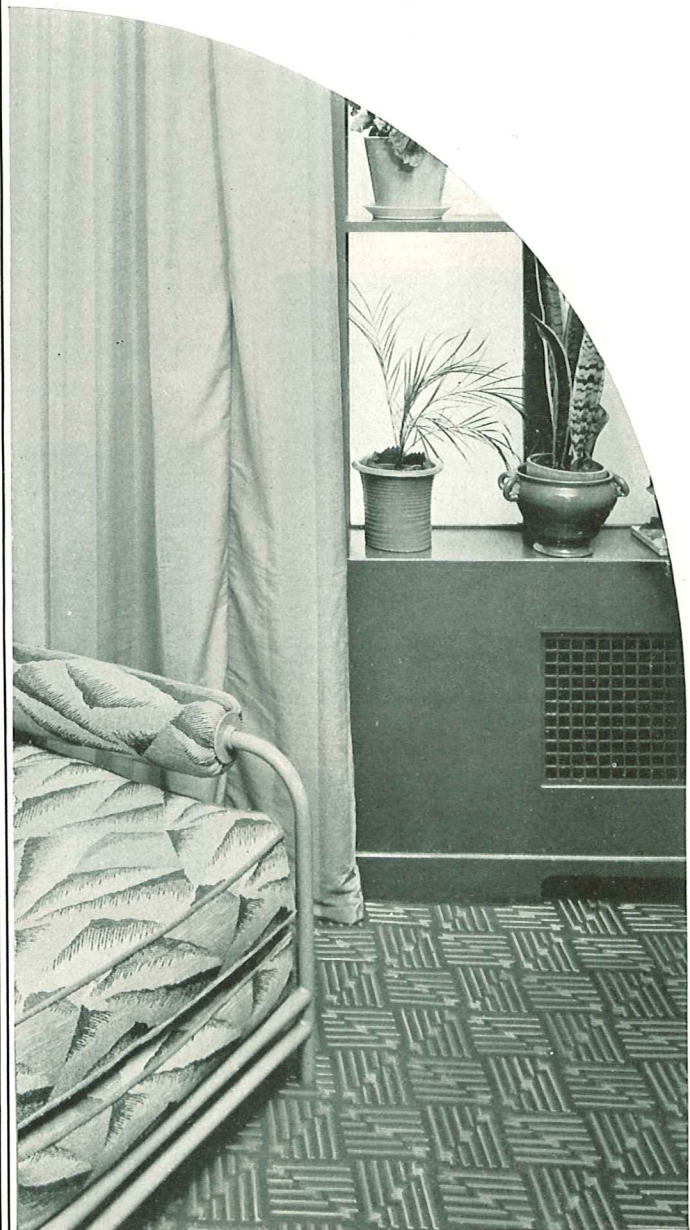
Atwater Kent, General Electric, Chrysler, Westinghouse Electric, Royal Typewriter, Chase Brass and Copper,—these are but a few companies that have dressed up with Armstrong Floors. No office is too small—no installation too big for an Armstrong's Linoleum Floor. Your husband will find that good decoration pays in actual dollars and cents and he'll thank you for the suggestion.

PORTFOLIO NO SEVEN

Selected Patterns in Armstrong's Linoleum

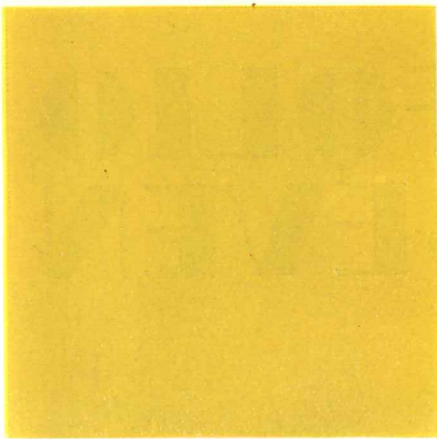
IN ALL, Armstrong Floors offer you a choice of more than three hundred patterns, varying in design and price to fit every need. You'll find designs that are rugged in conception, designs that are delicately wrought—colors that are bright and colors that are subdued.

The following pages present some of the choicest of the current Armstrong Line.

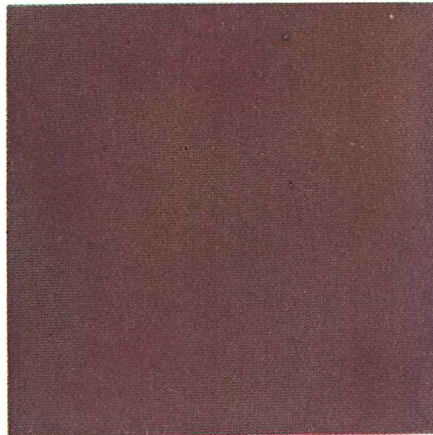


Lovely Plain Colorings

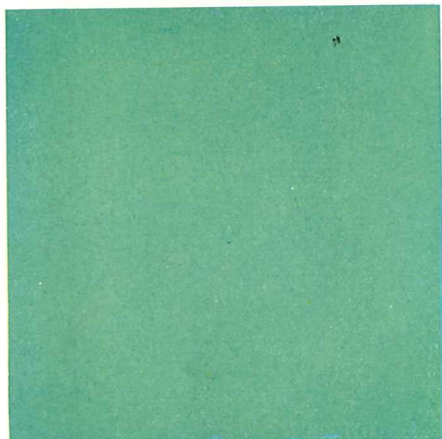
PLAIN COLORS HAVE LONG BEEN POPULAR FOR BEDROOMS AND LIVING-ROOMS. EIGHTEEN COLORS, RANGING FROM SOFT GRAYS TO BRILLIANT RED AND YELLOW ARE AVAILABLE. THE MORE BRILLIANT COLORINGS LEND THEMSELVES TO EFFECTIVE BORDER TREATMENT. ARCHITECTS AND DECORATORS USE PLAIN LINOLEUM EXTENSIVELY FOR FLOORS OF ORIGINAL DESIGN.



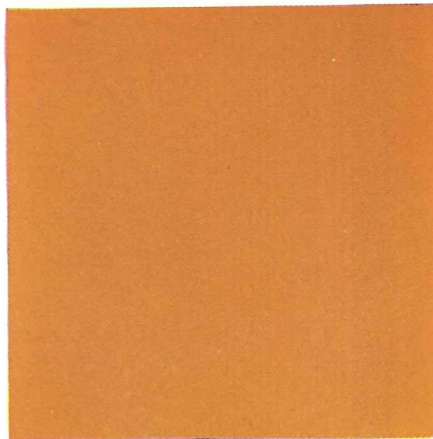
No. 48 Plain Yellow Linoleum



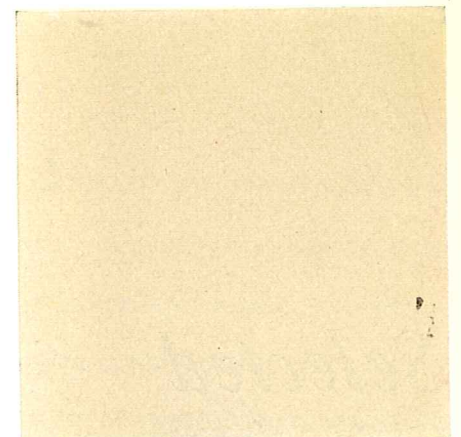
No. 47 Plain Eggplant Linoleum



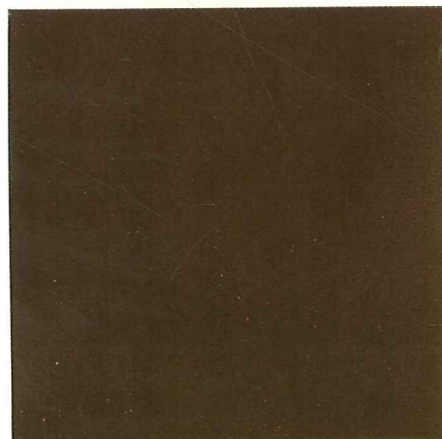
No. 42 Plain Jade Linoleum



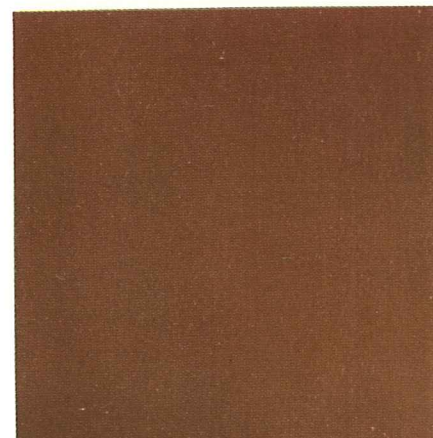
No. 41 Plain Orange Linoleum



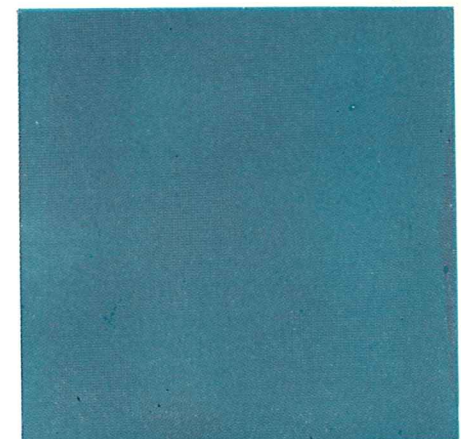
No. 23 Plain White Linoleum



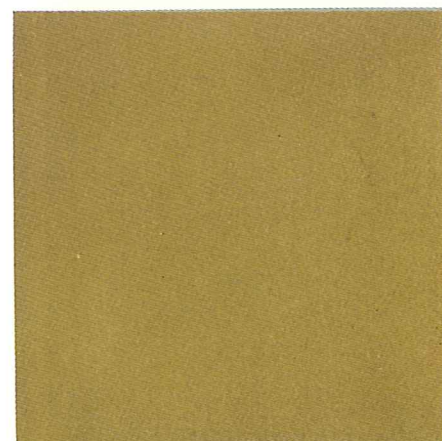
No. 46 Plain Chocolate Linoleum



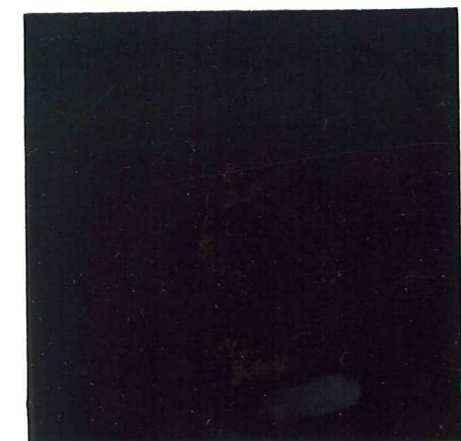
No. 25 Plain Terra Cotta Linoleum



No. 43 Plain Light Blue Linoleum



No. 28 Plain Tan Linoleum



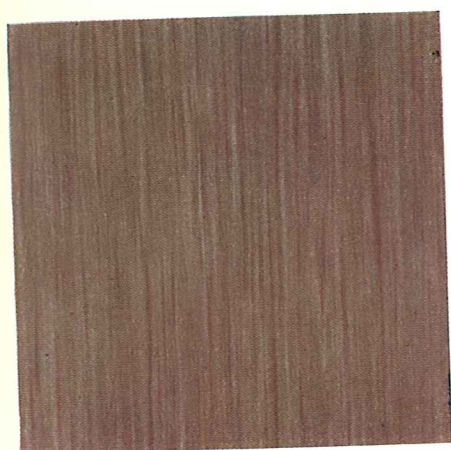
No. 27 Plain Black Linoleum

SAYS ELSIE SLOAN FARLEY, NEW YORK CITY
DECORATOR:

"YES, ROOMS CAN COMFORT TIRED, JADED NERVES. COMFORTABLE FURNITURE CAN BE ARRANGED TO INVITE RELAXATION. EVEN THE FLOOR SHOULD BE COMFORTABLE TO WALK ON, COMFORTABLE TO LOOK AT, QUIET, AND WARM.

Soft Jaspés and Marbles

JASPÉ LINOLEUM IS FREQUENTLY TERMED THE ALL-PURPOSE FLOOR, AS ITS PLEASING TWO-TONE COLORING MAKES IT APPROPRIATE WHEREVER A FLOOR WITHOUT PATTERN IS DESIRED. JASPÉ IS AVAILABLE IN ELEVEN SOFT COLORINGS. MARBLE BORDER IS A TRUE INLAID LINOLEUM SUITABLE FOR ENTIRE FLOORS AS WELL AS FOR BORDERS FOR MARBLE INLAID PATTERNS.



No. 14 Rose Jaspé Linoleum



No. 12 Taupe Jaspé Linoleum



No. 13 Light Gray Jaspé Linoleum



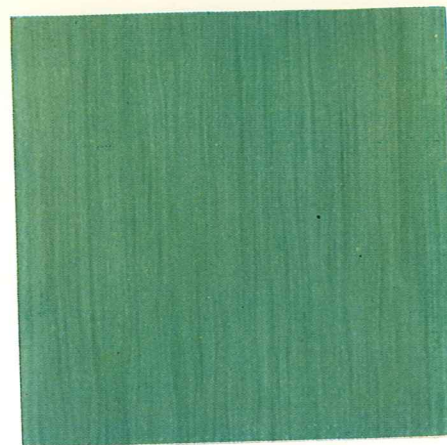
No. 16 Light Brown Jaspé Linoleum



No. 19 Green Jaspé Linoleum



No. 010 Orchid Jaspé Linoleum



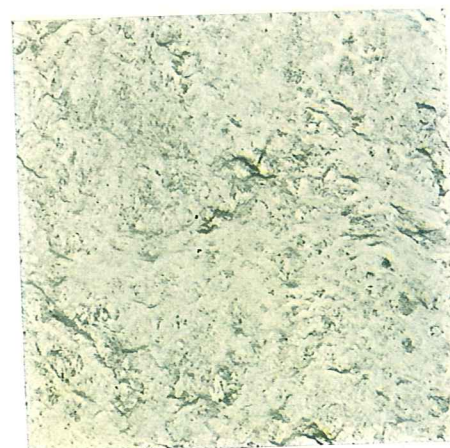
No. 011 Light Green Jaspé Linoleum



No. 02 Marble Border



No. 04 Marble Border

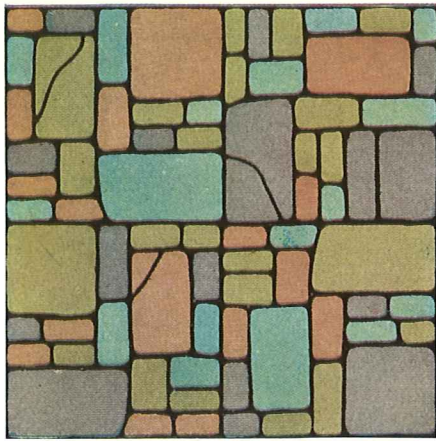


No. 03 Marble Border

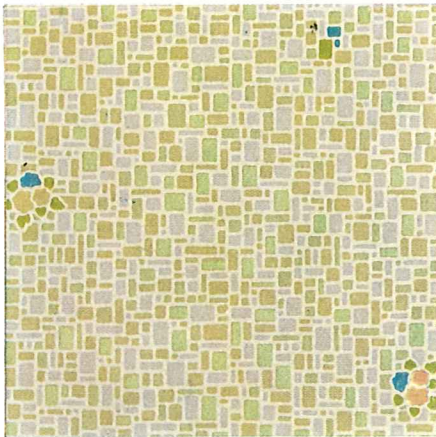
GEORGE SAKIER, NOTED INDUSTRIAL DESIGNER, SAYS:

"MY SINCERE RECOMMENDATION TO ANYONE WHO SAYS, 'I WISH I KNEW WHAT'S WRONG WITH THIS ROOM' IS TO LOOK AT THE FLOOR—AND THEN SEE THE DECORATIVE OPPORTUNITIES NOW OFFERED IN ARMSTRONG'S LINOLEUM."

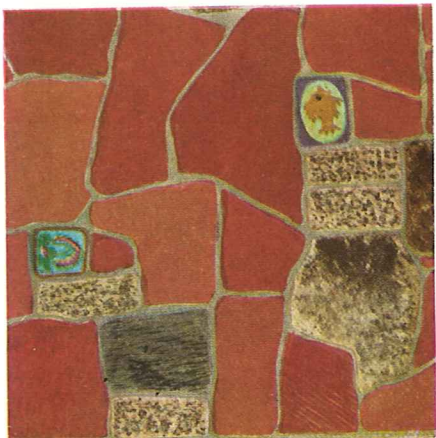
Embossed Inlaid Designs



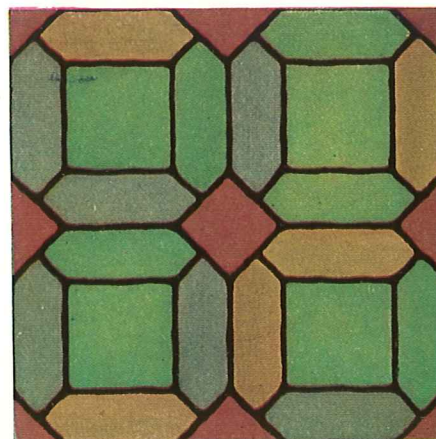
No. 5030 Embossed Inlaid—C Gauge



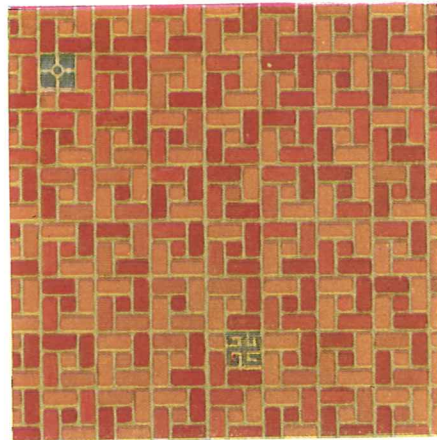
No. 3025 Embossed Inlaid—B Gauge



No. 16003 Embossed Inlaid De Luxe—A Gauge



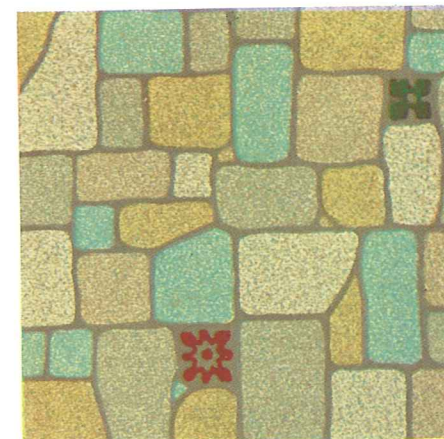
No. 6141 Embossed Inlaid—A Gauge



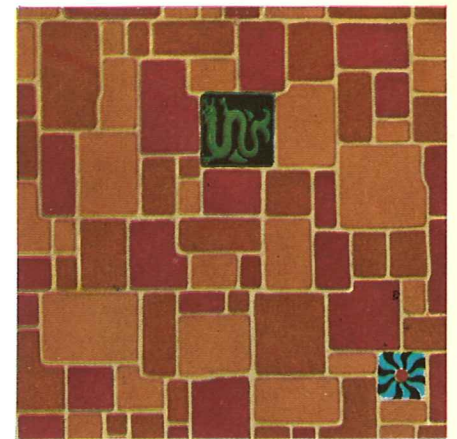
No. 6028 Embossed Inlaid—A Gauge



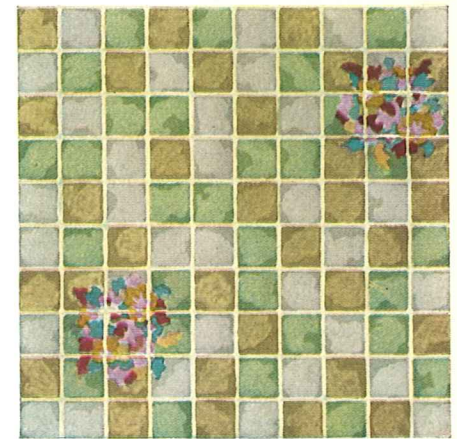
No. 6051 Embossed Inlaid—A Gauge



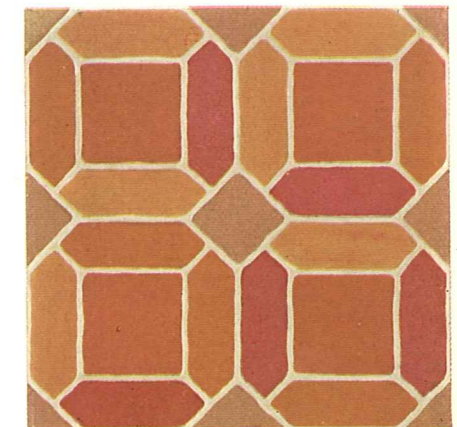
No. 6120 Embossed Inlaid—A Gauge



No. 6061 Embossed Inlaid—A Gauge



No. 6091 Embossed Inlaid—A Gauge



No. 6140 Embossed Inlaid—A Gauge

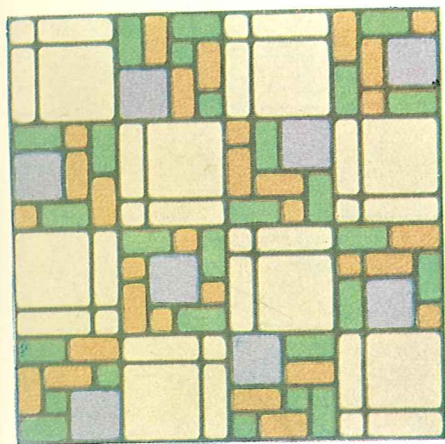
SINCE ARMSTRONG PERFECTED A METHOD OF ADDING TEXTURE TO THE SURFACE OF LINOLEUM, A FEW YEARS AGO, THE POPULARITY OF EMBOSSED INLAIDS HAS GROWN STEADILY. EMBOSSEING PROVIDES A TEXTURE THAT CAN BE SEEN AS WELL AS FELT, THAT CATCHES THE PLAY OF LIGHT AND SHADOW.

SAYS DONALD DESKEY, WELL-KNOWN DESIGNER OF NEW YORK:

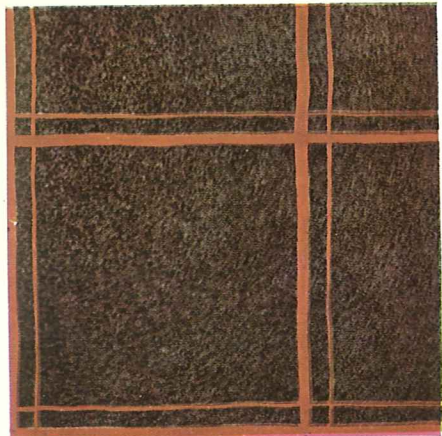
"TO THOSE WHO WISH TO KEEP THEIR HOMES IN TUNE WITH BETTER THINGS THAT ARE BEING DONE IN HOME FURNISHINGS, MY ADVICE IS TO SEE THE LATEST CONTRIBUTION FOR FLOORS—EMBOSSED INLAID LINOLEUM." (SEE PAGES 32 AND 33)

Unusual Texture Effects

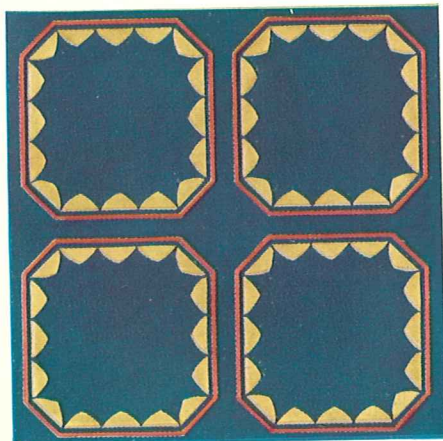
ARMSTRONG'S EMBOSSED INLAIDS ARE ALL TRUE INLAIDS. EVERY COLOR GOES ALL THE WAY THROUGH TO THE BURLAP BACK, SO THAT THE PATTERN CAN NEVER FADE OR WEAR OFF. ON THESE PAGES ARE SHOWN BUT A FEW OF THE MANY EMBOSSED DESIGNS WHICH YOUR MERCHANT CAN GET FOR YOU.



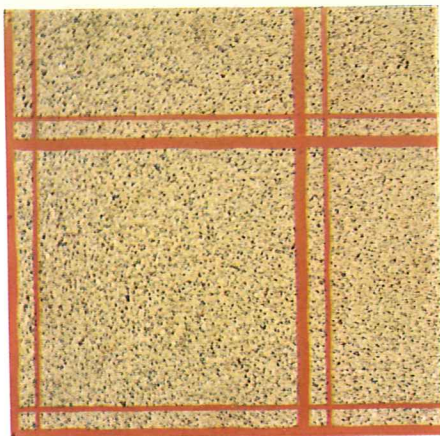
No. 3230 Embossed Inlaid—B Gauge



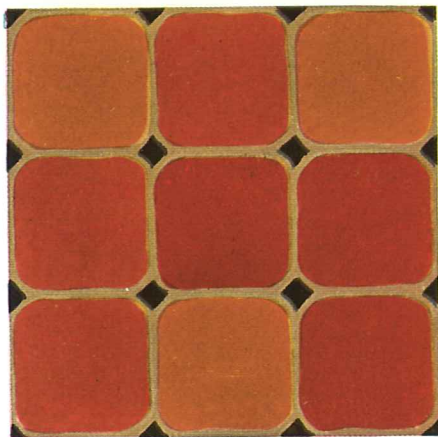
No. 6202 Embossed Inlaid—A Gauge



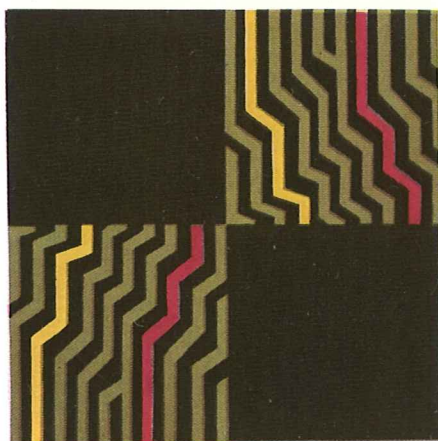
No. 6230 Embossed Inlaid—A Gauge



No. 6201 Embossed Inlaid—A Gauge



No. 6161 Embossed Inlaid—A Gauge



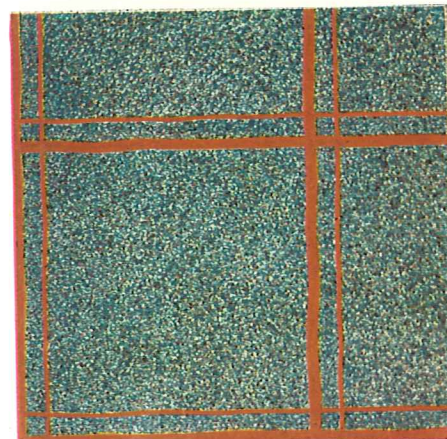
No. 6210 Embossed Inlaid—A Gauge

DAVID PAIGE, OF THE BOSTON MUSEUM OF FINE ARTS, SAYS:

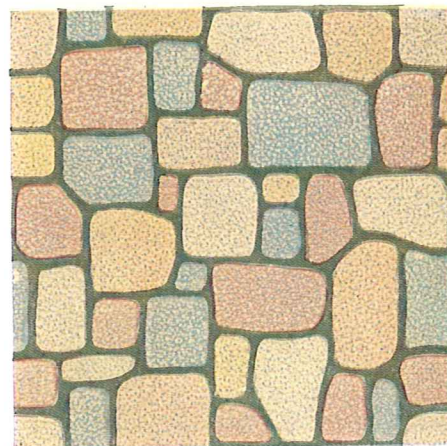
"THIS LATEST CONTRIBUTION OF ARMSTRONG FLOOR DESIGNERS, EMBOSSED INLAID, IS THE MOST UNIQUE IN PATTERN AND COMBINATION OF COLORS I HAVE EVER SEEN IN LINOLEUM. IT HAS A FREEDOM OF DESIGN PARTICULARLY PLEASING."



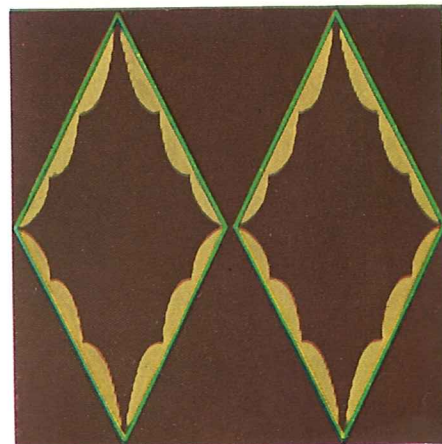
No. 6182 Embossed Inlaid—A Gauge



No. 6200 Embossed Inlaid—A Gauge

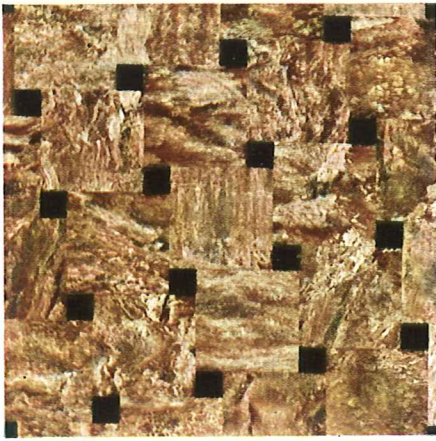


No. 5310 Embossed Inlaid—C Gauge



No. 6221 Embossed Inlaid—A Gauge

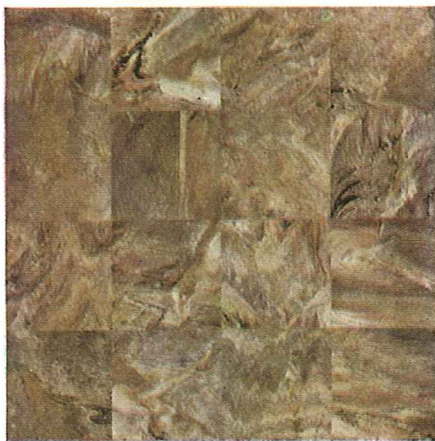
Colorful Designs in Marble



No. 61 Handmade Marble Inlaid—AA Gauge (.142")



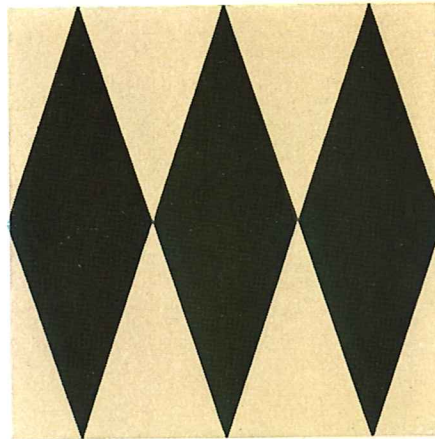
No. 181 Handmade Marble Inlaid—A Gauge



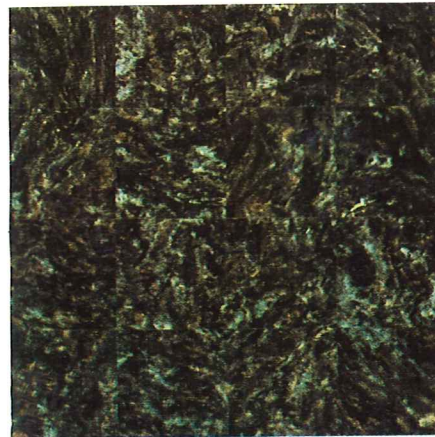
No. 90 Handmade Marble Inlaid—A Gauge



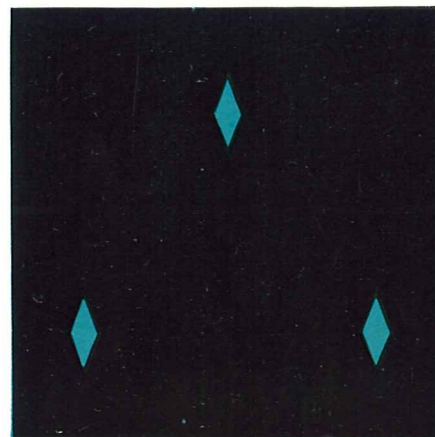
No. 195 Handmade Inlaid—A Gauge



No. 193 Handmade Inlaid—A Gauge



No. 178 Handmade Marble Inlaid—A Gauge

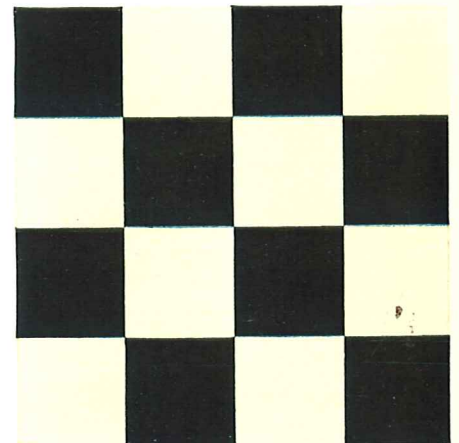


No. 197 Handmade Inlaid—A Gauge

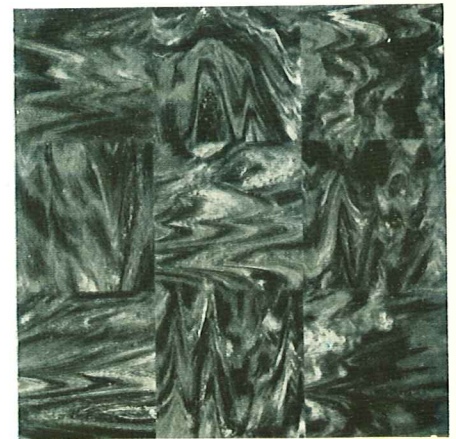
JESSIE OVERTON HOPPER, NEW YORK
DECORATOR, SAYS:

"MOST ROOMS ARE LITERALLY
DOWN AT THE HEELS. MY TREATMENT BE-
GINS RIGHT THERE—WITH THE FLOOR.
INSTALL THE RIGHT PATTERN OF ARM-
STRONG'S LINOLEUM, AND THE WHOLE
INTERIOR IS MAGICALLY CHANGED."

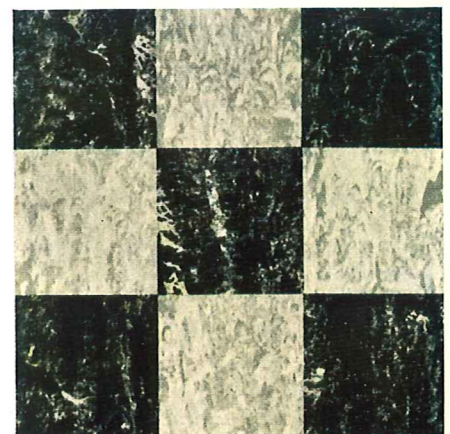
THIS GROUP OF PATTERNS CON-
TAINS MANY OF THE FINEST DESIGNS AVAIL-
ABLE IN ARMSTRONG'S LINOLEUM. SUCH
STRIKING PATTERNS AS NOS. 193 AND 197,
FOR EXAMPLE, HAVE BEEN INTRODUCED TO
MEET THE REQUESTS OF DECORATORS AND
ARCHITECTS FOR UNUSUAL AND SMART
EFFECTS IN MODERN LINOLEUM FLOORS.



No. 411 Straight Line Inlaid—A Gauge



No. 89 Handmade Marble Inlaid—A Gauge



No. 246 Straight Line Inlaid—A Gauge

and Special Inlaid Effects

IN THE HANDMADE MARBLE INLAIDS, EACH SEPARATE TILE IS LAID BY HAND SO THAT THE GRAINING OF ADJOINING BLOCKS RUNS IN DIFFERENT DIRECTIONS, GIVING THE ALLOVER APPEARANCE OF RICHLY VEINED MARBLES. THESE PATTERNS ARE EMINENTLY SUITABLE FOR USE WITH THE FINEST OF RUGS AND APPOINTMENTS.



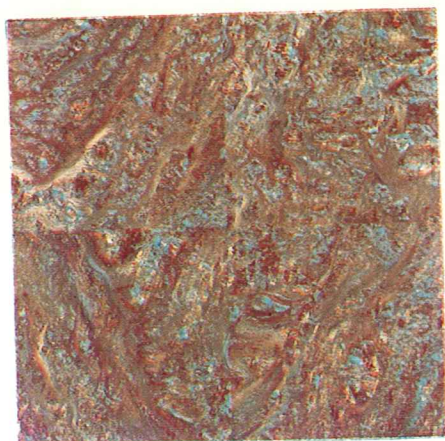
No. 0361 Straight Line Inlaid—D Gauge



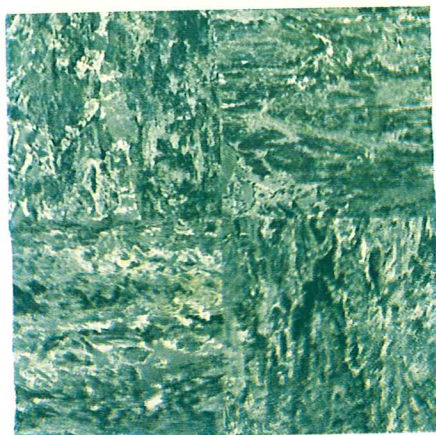
No. 0390 Straight Line Inlaid—D Gauge



No. 0380 Straight Line Inlaid—D Gauge



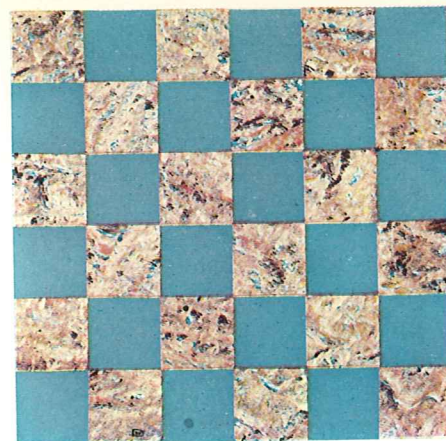
No. 0381 Straight Line Inlaid—D Gauge



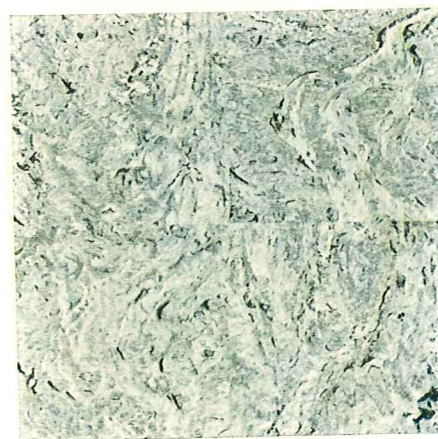
No. 14153 Straight Line Inlaid—B Gauge



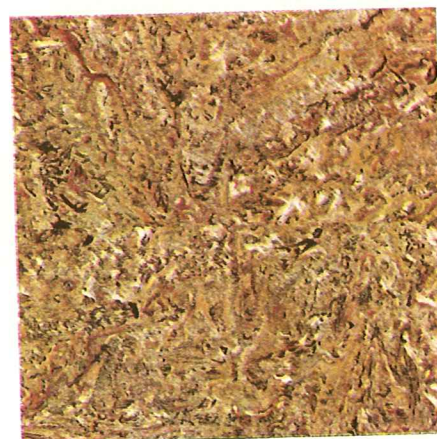
No. 514 Straight Line Inlaid—A Gauge



No. 0410 Straight Line Inlaid—D Gauge



No. 13131 Straight Line Inlaid—A Gauge



No. 14150 Straight Line Inlaid—B Gauge

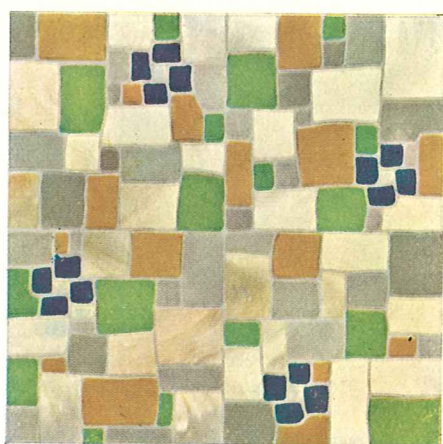


No. 14160 Straight Line Inlaid—B Gauge

VAHAN HAGOPIAN, NEW YORK ARCHITECT AND DESIGNER, SAYS:

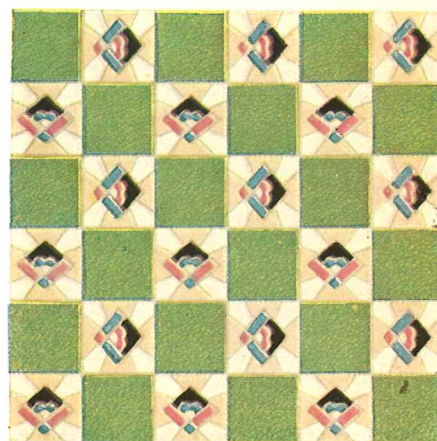
"THE SECRET OF A PLEASING ROOM EFFECT IS UNITY. IF THE FURNISHINGS THEMSELVES DO NOT HAVE IT, YOU CAN CREATE IT WITH A MODERN FLOOR OF ARMSTRONG'S LINOLEUM."

Armstrong's Quaker Rugs

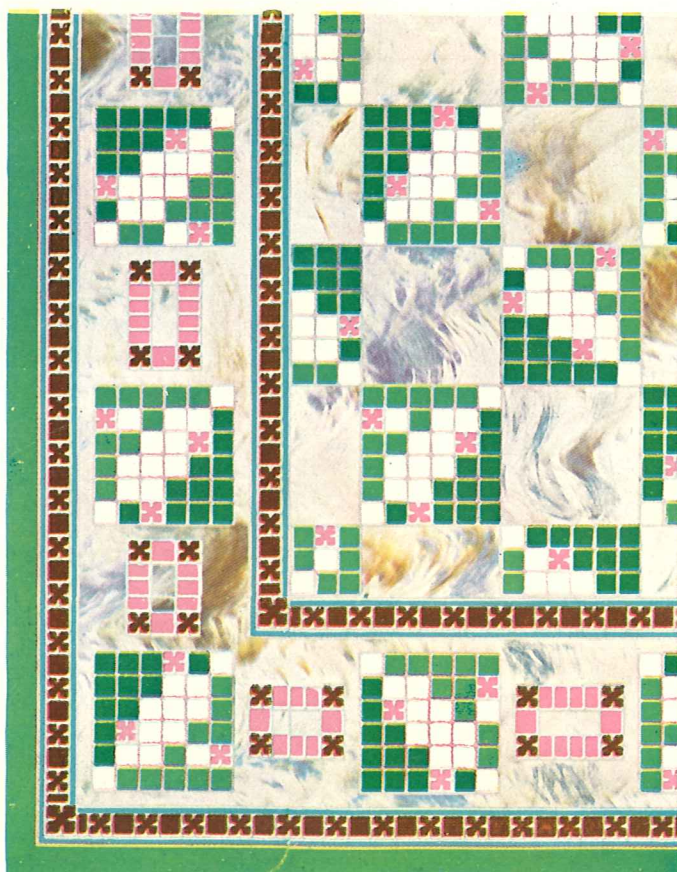


No. 21070 Armstrong's Quaker Floor Covering—Decoresq Series

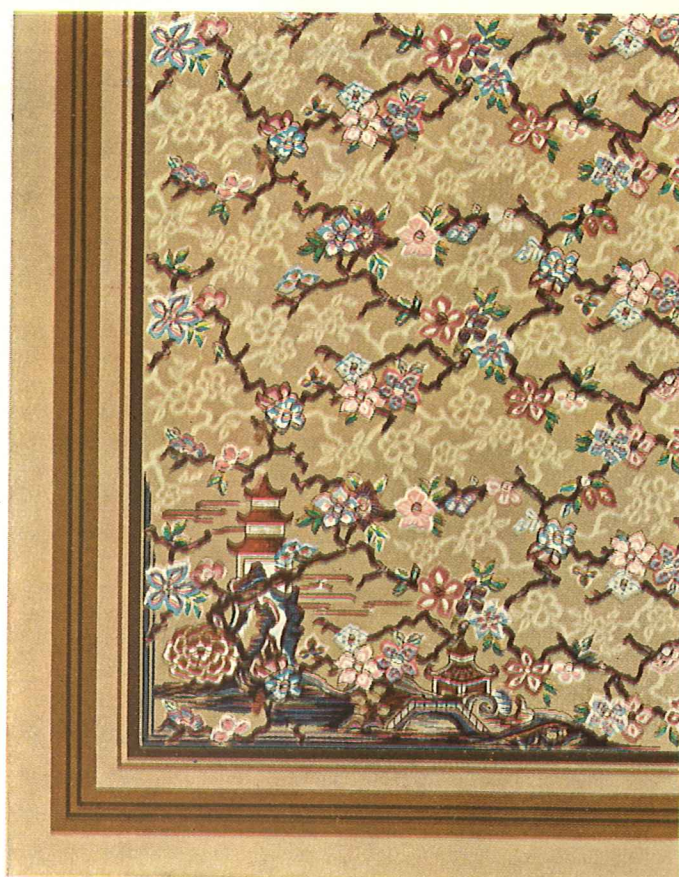
ARMSTRONG'S QUAKER RUGS ARE THOSE PRETTY, EASY-TO-CLEAN RUGS THAT YOU HEAR ABOUT ON YOUR RADIO, THAT YOU IDENTIFY IN THE STORE BY THE BRIGHT QUAKER GIRL LABEL ON EVERY RUG. FOR ANY ROOM WHERE A SERVICEABLE, SMOOTH-SURFACE RUG IS NEEDED, AND WHERE THE PRICE MUST BE LOW, THERE IS NO VALUE IN FLOOR COVERINGS TO EQUAL THESE MODERN RUGS. THIS INEXPENSIVE TYPE OF FLOOR COVERING ALSO COMES "BY-THE-YARD" AS ARMSTRONG'S QUAKER FLOOR COVERING.



No. 2480 Armstrong's Quaker Floor Covering—Sterling Series



No. 20061 Armstrong's Quaker Rug—Decoresq Series



No. 4592 Armstrong's Quaker Rug—Sterling Series

